kiss (2to

The Story So Far

2017 Launched 'Kiss My Keto" the first dedicated keto brand on Amazon

2023

Gummies expansion \$20m gross sales target

2019

Launched Retail program \$9m gross sales

2021 Ops & Finance focus

\$15m gross sales

2018

Launched Shopify store \$4m gross sales



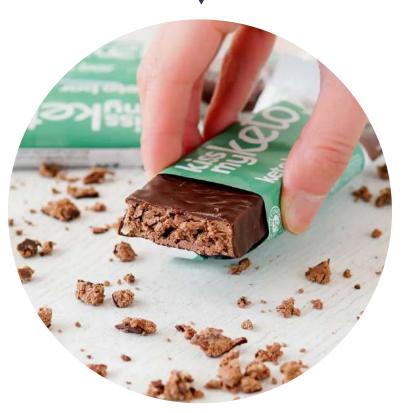
Pivoted into Food & Snacks \$11.5m gross sales

2022

SKU rationalization \$13m gross sales



\$1m gross sales







Value Drivers

Customers

- Shopify 150,000 email subscribers, 25,000 SMS subscribers, 60% returning customer rate, \$60 AOV, \$130 LTV, 60,000 monthly website users
- Amazon 15,000 monthly branded searches
- Retail 6000 doors

Unfair Advantage

- Gummy and bread exclusivity agreement with co-manufacturers. We own the formulas .
- Grandfathered in pre-covid gumies pricing that is ~20% cheaper than comparable gummy manufacturers (worldwide)
- Favorable terms: 10% down, 90% at US port
- Bread co-manufacturing has high barrier to entry

People/Talent

- Fully remote team with no office or HQ
- Outsourced team in the Philippines means affordable labor and highly trained in their roles
- Little to no dependability on founders to operate the day-to-day business

Distribution

- Channel diversification with 60% DTC and 40% retail
- Unique and aggressive go-to-market strategy

Intellectual Property

- "Kiss My Keto" trademark
- High fiber gummy formula is strictly derived from vegetables (tapioca and corn)

Retail Distribution

Retailer	Door Count
Walmart	1,500
Independents	1,500
Kroger	1,200
Sprouts	350
Albertsons	300
Meijer	260
Fresh Market	160
Winn Dixie	150
Hy-Vee	130
Giant	130
Fresh Thyme	70
United	70
Wholefoods	55
New Seasons	25
TOTAL	5,900































Social Proof



Shopify



Keto Gummies - Tropical Rings

*** 1110 reviews



Keto Bars - Variety CC CD PB

*** 1601 reviews



Keto Dark Chocolate - Variety Pack

★★★★★ 1234 reviews



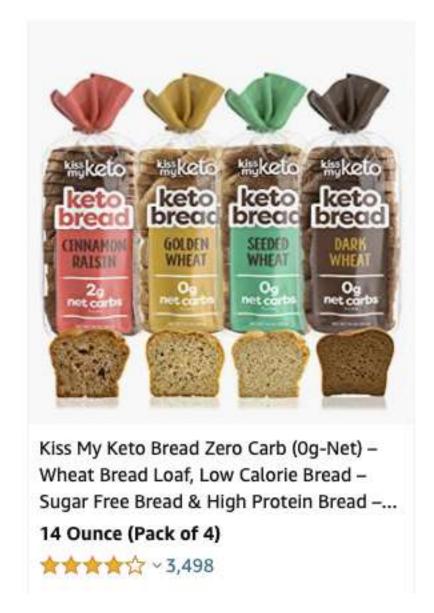
4.9 ****

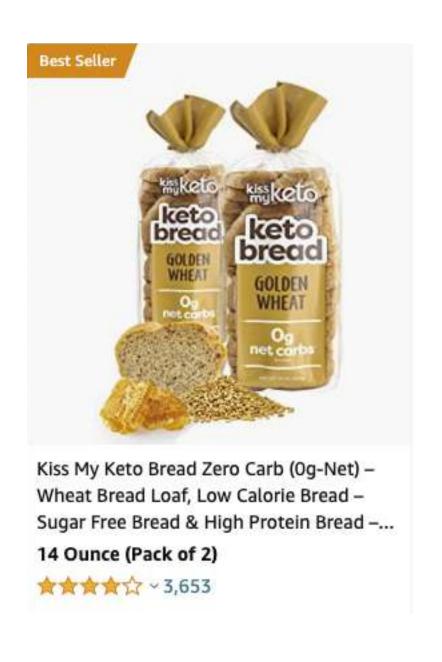
Based on 9,843 Reviews

5*	89%	8712
4★	10%	1004
3*	1%	124
2★		1
1 🖈		2









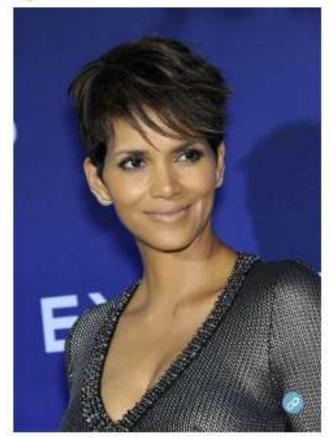




The Keto Diet Craze

- 40% obesity rate in the US leads to diabetes, heart disease and metabolic disorders
- People want to be healthier but many diets don't yield tangible results
- Keto is a proven diet to lose weight fast by cutting out sugar and reducing carbs
- Today keto is the most popular and fastest growing American diet.
 Demand is driven by low-carb and low-sugar consumers
- Forecasted to reach \$13 billion in 2024 with a 6% compound annual growth rate
- It continues to gain momentum despite medical reviews suggesting it may have long-term risks that may outweigh the benefits
- Celebrities and influencers have played a major role in shifting nutrition behaviors towards keto friendly items
- It's poularity means it's still an unmet market niche
- The term "keto" has relaxed as mass market adopts "keto friendly" products as a better-for-you option with low net carbs (high fiber, low sugar)
- The market is maturing but is still fragmented with several players occupying market share. Expect consolidation over the next 2-3 years
- It's not a fad. It's here to stay
- The global gummy market size was \$16.28 billion in 2020 and is expected to grow at a compound annual growth rate of 12.6% from 2020 to 2028.
- Rising health-conscious consumers are demanding easy-to-consume dosage forms of supplements





halleberry

OK so this #FitnessFriday I'm not showing any exercises, because I know you're not thinking about working out this weekend. You're thinking about that #SuperBowILIII party - ya know the one with the nachos, trench fries and chicken wings?? Well today I'm sharing quick, easy and KETO finger foods for Sunday that won't derail your fitness journey - BBQ Chicken Wraps, Stuffed Avocados, and





nurtnevkardash

My body never looked better than when I did the keto two and a half years ago, when I did it for two months. In my experience, I've found the best method to train my body to curb sugar cravings, burn fat, and kick-start weight loss is by sticking to the keto diet.





alroker

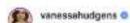
So @ JillanMichaels says #Kets is a bad idea. This from a woman who promoted on camera bullying , deprivation, manipulation and more weekly in the name of weight loss. Now those sound like bad ideas.

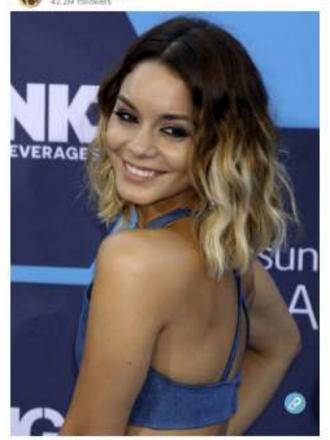
timtebow o



timtebow

I'm on something called a ketogenic diet, which is high fat, moderate protein, low carb, low sugar.





anessahudgens

I'm always making sure I'm getting those healthy fats in, so I eat a LOT of almond butter. You feel really energetic and supported on the keto diet.





ennacantiose

I'm now a little under 4 months on the <u>#ketodiet</u> and it's not only given me physical results, I feel happier, smarter, and much more confident.

Keto Gummies





Calories Carbs Protein





INGREDIENTS: CHICORY ROOT FIBER, SOLUBLE

TAPIOCA FIBER, GELATIN, ERYTHRITOL, CITRIC

ACID, PECTIN, NATURAL FRUIT FLAVORS

(PEACH, STRAWBERRY, APPLE), MALIC ACID,

SODIUM CITRATE, COCONUT OIL, MEDIUM

CHAIN TRIGLYCERIDES (PALM, PALM KERNEL

OIL), SPINACH POWDER (COLOR), CARNAUBA

WAX, PURPLE CARROT JUICE CONCENTRATE

(COLOR), BETA-CAROTENE (COLOR), STEVIA

LEAF EXTRACT.

kiss keto













Og	2g	31 g	70	37g	Og
3g	18g	13g	100	42g	Og
23g	38g	Og	167	38g	3g
25g	40g	Og	167	40g	1g
24g	37 g	39g	167	37g	1g
38g	38g	43g	183	45g	Og
22g	37g	38g	156	37g	1g
37g	37 g	37g	179	43g	Og

Nutrition Facts 1 serving per container **Serving size** 1 Bag (23g)

Amount per serving **Calories** % Daily Value* **Total Fat** 0g Saturated Fat 0g Trans Fat 0g

Cholesterol 0mg 0% 1% **Sodium** 25mg **Total Carbohydrate** 15g 6% 43% Dietary Fiber 12g Total Sugars 2g Includes 2g Added Sugars 3% Sugar Alcohol 1g **Protein** 1g

Iron 0.4mg 0% • Potassium 0mg 0% * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Vitamin D 0mcg 0% ● Calcium 0mg 0%

keto

bread

WHEAT

Og net carbs



Sugar Protein Fiber Calories

Keto Bread





• 1		
uss mu	keto	













5g	Og	Og	6 g	5g	70
22.2g	17g	5g	5g	5g	110
12g	11g	1g	3g	1g	60
15g	12g	Og	Og	3g	80
18g	16g	3g	4 g	2 g	90
16g	15g	3g	2 g	1g	90
15g	14g	5g	4 g	1g	70

Nutrition	Facts
about 16 Servings per Serving size 1 slice (28	
Amount Per Serving Calories	70
	% Daily Value*
Total Fat 4g	5%
Saturated Fat 1.5g	8%

Trans Fat 0g Cholesterol 0mg 0% 5% Sodium 105mg Total Carbohydrate 5g 2% 18% Dietary Fiber 5g Total Sugars 0g Includes 0g Added Sugars 0% **Protein** 6g Vitamin D 0mcg Calcium 29mg 6% Iron 1mg

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Potassium 49mg

INGREDIENTS: WATER, VITAL WHEAT GLUTEN, EGGS, OAT FIBER, PALM OIL, GOLDEN FLAXSEED MEAL SUNFLOWER SEEDS, FLAX SEEDS, SESAME SEEDS, BAKERS YEAST, HONEY, KOSHER SALT, SOURDOUGH, NATURAL FLAVOR, XANTHAN GUM,

CONTAINS: EGG, MILK, WHEAT.

Keto Granola





Fiber Protein Calories





kiss keto















2 g	4 g	19g	12g	8g	310
12g	36g	43g	7g	7g	235
10g	39g	45g	6g	7g	212
14 g	38g	42g	4g	6g	280
17g	37g	39g	2g	4g	258
12g	38g	43g	5g	6g	260
11g	34g	38g	4 g	7g	260
10g	34g	37g	3g	9g	223

Carbs

Nutrition Facts

150

4%

2%

9 Servings per container Serving size 1/3 cup (30g)

Amount Per Serving
anount i or oor ving
Calories

	% Daily Value*
Total Fat 13g	17%
Saturated Fat 6g	31%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 11g	4%
Dietary Fiber 6g	20%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 20mg	0%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Iron 0.9mg

Potassium 130mg

INGREDIENTS: DRIED COCONUT, SOLUBLE TAPIOCA FIBER, PUMPKIN SEEDS, ALMONDS. SUNFLOWER SEEDS, ALLULOSE, PECANS, COCONUT OIL, MONK FRUIT EXTRACT. CONTAINS: COCONUT, ALMONDS, PECANS.

Keto Cookies





ciss my	keto
9	













5g	Og	Og	6g	5g	70
22.2g	17g	5g	5g	5g	110
12g	11g	1g	3g	1g	60
15g	12g	Og	Og	3g	80
18g	16g	3g	4g	2g	90
16g	15g	3g	2g	1g	90
15g	14g	5g	4 g	1g	70

Sugar Protein Fiber Calories

Nutrition	Facts
about 2 servings per container	
Serving size	6 cookies (30g)

170 350 **Calories** % DV* % DV* **Total Fat 17%** 26g Saturated Fat 4g **20%** 8g *Trans* Fat Cholesterol **7%** 35mg **3%** 170mg 80mg Total Carb. 12g **4%** 24g **18%** 10g Total Sugars less than 1g 2g Incl. Added Sugars 0g 0.1mcg 0% 0.2mcg 0% 0.2mg 0.1mg 2% 90mg

food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: ALMOND FLOUR, BUTTER (PASTEURIZED CREAM [MILK], NATURAL FLAVORS), ALLULOSE, SOLUBLE TAPIOCA FIBER, EGGS, NATURAL VANILLA FLAVOR SALT, GUAR GUM, XANTHAN GUM, BAKING SODA, MEDIUM CHAIN TRIGLYCERIDES (COCONUT, PALM KERNEL OIL), MONK FRUIT EXTRACT.

CONTAINS: MILK, EGGS, TREE NUTS (ALMONDS AND COCONUT).

MANUFACTURED IN A FACILITY THAT PROCESSES OTHER PRODUCTS THAT CONTAIN WHEAT, SOY, PEANUTS, AND OTHER TREE NUTS.